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ABSTRACT

This cable television industry report provides a sampling of case studies and overviews which describe cable operator, multiple system operator (MSO), and program networks' initiatives, resources, and support for education and the communities they serve. The information focuses on the following categories: Cable in the Classroom; cable's high speed education connection; distance learning; school/home connections; professional development; the Universal Service Fund; programming and online curriculum; media literacy/anti-violence efforts; student/teacher training in news writing and production; community events/outreach; and contests/grants/scholarships. (MES)

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# THE CABLE TELEVISION INDUSTRY'S ONGOING COMMITMENT TO EDUCATION AND AMERICA'S TEACHERS, CHILDREN AND FAMILIES

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# CABLE'S ONGOING COMMITMENT TO EDUCATION AND AMERICA'S TEACHERS, CHILDREN AND FAMILIES

The cable television industry has a longstanding, ongoing commitment to education. Through cable's education initiatives, quality programming and state-of-the-art technology, the industry provides a broad range of learning resources to America's teachers, children and families.

This document provides a sampling of case studies and overviews of cable operator, multiple system operator (MSO) and program network initiatives, resources and support for education and the communities they serve. The information focuses on the following categories:


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## CABLE IN THE CLASSROOM

***The cornerstone of the cable industry's commitment to education***

Cable in the Classroom is a special initiative begun 10 years ago by the cable industry to provide public and private schools in the United States with free access to educational programming. With Cable in the Classroom, schools get a free cable hook up, free continuing cable television service and over 540 hours of commercial-free programming each month - all geared toward helping teachers use television as an effective teaching tool. Over the past ten years 41 national cable networks and 8,500 local cable companies have spent over $2 million a week in this public service.

As part of this service, most schools receive a monthly magazine that lists when Cable in the Classroom programming will be aired and gives other helpful information to teachers. Teachers look through the list of programs, and tape the programs that fit their curricula (or the school librarian tapes them or sometimes parents volunteer to tape). Currently, 85 percent of all US students (43 million students, K-12) have access to Cable in the Classroom, provided free to over 80,000 schools.

Some cable networks produce and air programs especially for Cable in the Classroom. For example, CNN produces a daily news program, Newsroom, just for kids. espn2 offers *SportsFigures*, a special series of science and math programs, and The Weather Channel creates episodes of *The Weather Classroom.* Other programs such as A&E's *Biography* and some of the Discovery Channel's science and nature programs are reformatted into teacher-friendly modules. At a minimum, in order to meet the standards of Cable in the Classroom, the programming must be non-violent, educational, and commercial-free. And, all programs are copyright-cleared for at least one year so schools can build their own free video libraries. In addition, teaching guides and on-line resources that support the programs are usually provided.

To ensure that the TV programming is used as effectively as possible, local cable companies provide free training workshops for teachers, demonstrating how best to incorporate Cable in the Classroom programming into their own curriculum. In addition, Cable in the Classroom launched the Cable in the Classroom Professional Development Institute (PDI) in 1998 which operates four computer labs in the Washington, DC, area and four traveling laptop labs. Starting with the 1999-2000 school year, Cable in the Classroom will also present virtual workshops and multicast training events via its Web site. Over the past ten years, Cable in the Classroom has trained nearly 75 thousand teachers in workshops that help educators integrate video and Internet based technologies into their classroom teaching. For more information contact Donelle Blubaugh at 703/845-1400 or visit www.ciconline.org.

# CABLE'S HIGH SPEED EDUCATION CONNECTION

*Launched in July 1996, Cable's High Speed Education Connection is an industry-wide commitment to provide consenting K-12 schools, passed by cable, with a free cable modem and free high-speed Internet access, as cable operators deploy high-speed services in their communities.* In September 1997, the cable industry expanded the High Speed Education Connection to include a teacher-training component, webTeacher® (www.webteacher.org), to help teachers integrate the resources of the Internet into their classrooms. In October 1998, the cable industry expanded the program again to benefit the broader community by providing a free high-speed Internet connection to the nation's public libraries. More than 3,000 schools have already received their free high-speed connections and the program will benefit nearly 700 communities in 1999.*

*The following case studies are samplings of the cable industry's participation in the High Speed Education Connection initiative as well as examples of local systems and MSOs that have gone beyond the basic commitment to provide additional technology and support to their schools and communities.*

**The cable industry commitment to provide one free cable modem to elementary and secondary schools is consistent with the criteria used to deploy Cable in the Classroom to consenting public and state-accredited private schools passed by cable.*

## Adelphia Communications - Pennsylvania

The Mt. Lebanon School District in Pennsylvania has long benefited from Adelphia's commitment to education, first as a supplier of cable television service, now as a recipient of free high-speed connections to the Internet. Adelphia has also taken part in *Link-to-Learn*, a three year $127,000,000 initiative to enhance the use of technology in Pennsylvania. Adelphia's participation in the initiative has helped train teachers in using the Internet and provided connections within and between buildings for e-mail, library card catalog access to nine libraries and an unlimited number of Internet accounts. For more information contact Sam Trivilino at 412/831-8240.

## Armstrong Cable

Armstrong Cable in Pennsylvania hosted a teacher training session for all 365 Connellsville School District teachers in April 1999. The Connellsville school administrator asked Armstrong to organize this in-service training day to coincide with the connection of all the schools and libraries in the school district to Armstrong's high-speed Internet service, Zoom. The Connellsville School District had submitted a proposal for the largest educational technology grant in Pennsylvania's history to provide Internet access in every school and to connect every school to a wide area network (WAN). Selected through competitive bidding as the service provider for this grant, Armstrong Cable now connects eleven schools and two libraries in the Connellsville School District, and has also been awarded a similar contract for a second school district in its service area. For more information contact Eric Baugh at 724/628-5462.

## AT&T Broadband and Internet Services (Formerly TCI)

In the fall of 1998, Sioux Falls Cable announced the launch of the @Home high-speed Internet service in K-12 schools in South Dakota. A joint effort between TCI, Midcontinent Media, Inc. and Brookings Cablevision/Satellite Cable Service, Inc., the high-speed Internet service will be delivered exclusively through cable broadband wire and will include parental control software that will allow school systems to exercise judgment as to where students search the Web. In support of the effort, Senator Tom Daschle said, "This is an excellent example of how we can work together with the private sector to make sure South Dakota classrooms have access to the best technology that the world has to offer." Governor Bill Janklow said, "Now, this commitment from TCI, Midcontinent, and Brookings Cablevision will give those students and teachers the faster connections they need to enhance learning and boost achievement." For more information contact Rod Carlson of Sioux Falls Cable at 605/339-9393.

## Cablevision Systems Corp.

Cablevision has committed to provide high-speed Internet service to primary and secondary schools and public libraries in every Cablevision community. Cablevision provides a range of high-speed Internet offerings, from an introductory service, which provides a taste of what high-speed connections can do, to district-wide Virtual Private Fiber Networks, which deliver voice, video and data services efficiently and affordably. Currently, Cablevision has connected more than 200 schools and libraries in New York and Connecticut to the Internet with plans to expand to the Boston, New Jersey and Connecticut areas in the near future. Cablevision is also developing a unique set of collaborative educational tools to support teachers, students and parents with their use of educational technology. For more information, visit Cablevision's Web site at www.ourschools.org/resources.

## Comcast Corporation

Comcast has installed its high-speed Internet service, Comcast@Home in its 500th school and 50th public library. Comcast offers the free service to each public and private elementary and secondary school and to each public library when Comcast@Home is introduced into a community. For more information contact Joe Waz at 215/981-7607.

## Comcast – New Jersey

To date, 260 schools and 35 public libraries in New Jersey receive at least one free high-speed Internet connection, via a cable modem, from Comcast. Seventy five of these schools have contracted with Comcast to expand to full network Internet solutions.

Comcast and Comcast Commercial Online Services also participate in a unique public/private partnership spearheaded by the Union County Board of Chosen Freeholders that will benefit over 13,000 students in 23 public schools in Union County, New Jersey. The partnership, *Access 2000*, is a three-year, $3 million program that encourages the growth of advanced technology services in the county's schools. 1998 focused on placing computers in the schools, 1999 is focusing on connecting a computer to the Internet in every classroom and by the end of 2000, Union County teachers will be trained in using the technology. For more information contact Robert F. Smith at 908/851-8906 or Bsmith@comcastnj.com.

## Cox Communications

Cox Communications has made significant financial and technology based contributions to develop state-of-the-art Model Technology Schools in five locations throughout their service area clusters: Hampton Roads, Virginia; San Diego, California; Omaha, Nebraska; Warwick, Rhode Island and Phoenix, Arizona. These schools demonstrate the value of technology as an educational tool benefiting students, teachers, parents and the community at large. Through Cox's Model Technology School initiative, schools receive free high-speed Wide Area Networking from Cox along with hardware, software and ongoing support which allows for immediate, real-time, interactive voice, video and data communications and access to the Internet.

The Horizon Community Learning Center in Phoenix is the most recent of the technology schools to open. This facility is open seven days a week, 16 hours a day and features 190 computer workstations including a computer in every classroom and four computer labs throughout the building.

**(Cox Communications - continued)**
Over the past 10 years, Cox has contributed in excess of $30 million dollars in schools located in its service areas to support education initiatives such as Cable in the Classroom, Model Technology Schools and, most recently, *Line to Learning*, a program that provides a free high-speed Internet connection to the classroom. (See page 7 for additional information about *Line to Learning*.) For more information contact Kathy McGinty at 404/843-5981.

## Garden State Cable – New Jersey

CamNet and BC Net are Garden State Cable's high-speed data transmission systems that provide access to the Internet via cable modems to schools and libraries in Camden and Burlington Counties. Since its launch in 1994, the project has grown from 18 schools and 200 terminals, to more than 170 institutions and more than 10,000 terminals in 1999. For more information contact Pat Donahue at 609/354-1880.

## MediaOne -- Northeast Region

MediaOne's Northeast Region developed an educational partnership, *Library Connections*, with local public libraries. MediaOne provides partnering libraries with high-speed access via its Road Runner service for the public-use computers, Internet training for library staff, Internet filtering software if requested and online and telephone technical support – free of charge. MediaOne also provides basic cable service, educational book and video donations from cable programmer partners, a media literacy toolkit, publicity for *Library Connections* partners and an opportunity to co-produce related local programming. *Library Connections* was established in May of 1997 with a modest goal to launch six pilot library partnerships in one year. MediaOne has surpassed that goal and to date has more than 30 partnering libraries throughout New England benefiting close to one million residents. By 2000, MediaOne expects to connect a minimum of 20 additional library partners in the Northeast. For more information contact Chris St. Jean at 978/683-5500.

## Midcontinent Communications

Midcontinent Communications has cable systems in 165 communities in North Dakota, South Dakota, northern Nebraska and western Minnesota. Of those, Midcontinent Communications currently provides high-speed Internet service in 56 communities in North and South Dakota. This includes 117 schools in South Dakota and 52 schools in North Dakota. Plans include adding additional schools before the fall school term.

## Oceanic Cable – Oahu, Hawaii

Two years before the commercial launch of residential cable modems, Oceanic Cable, a Division of Time Warner Cable, in Oahu, Hawaii already had begun to place cable modems in schools. Working with the Hawaii State Department of Education and the University of Hawaii, with funding from the National Science Foundation, Oceanic Cable installed free cable modem service in over 100 schools on the island of Oahu. The project was a three-year experiment to determine how schools would administer student and teacher access to the Internet. Students involved in computer clubs at the schools volunteered to demonstrate the service to teachers and parents. At a time when the concept of residential cable modems was just beginning to receive attention on the mainland, Hawaii had nearly 200 schools online at high speeds. For more information contact Kit Beuret at 808/625-8359.

## Time Warner Cable – Albany, New York

Over 115 schools in the Albany service area have received a free high-speed Internet connection through Time Warner Cable's Road Runner service, with some schools expanding to advanced networked solutions. In October 1998, Albany extended its service commitment to include public libraries. To date, over 20 public libraries have been provided with a free high-speed Internet connection. The Division launched its high-speed Internet connection to libraries initiative at its Beacon Award-winning *Cambridge Public Library Goes High-Tech* event. The event, featuring a visit by the C-SPAN School Bus, highlighted the company's commitment to bring advanced technologies to the most rural portions of its service area. For more information contact Peter Taubkin at 518/242-8839.

## Time Warner Cable – Northeast Ohio

Time Warner Cable has delivered high-speed Road Runner service to 200 school buildings in the Northeast Ohio service area through partnerships with all major local school districts. Time Warner also provides basic Web page training and creates Web sites for their school districts. Road Runner has also been installed at all public computers in the Stark County Public Library, where Time Warner has created a Web site for the library allowing residents to surf the online card catalog and reserve books online. Free Road Runner service has also been provided by Time Warner for one year in the homes of 24 teachers in Akron and Canton, as well as in the homes of an entire first-grade class, to encourage an educational link between home and school. The service allows the learning process to continue beyond the school day and even for parent-teacher conferences via e-mail. (See page 9 for additional information on this home/school connection program.) For more information contact Bill Jasso at 330/630-7910.

## Time Warner Cable – Portland (ME) and San Diego (CA)

Working together, Time Warner Cable of Portland and Time Warner Cable of San Diego co-sponsor the *Road Runner Key Pals* program partnering elementary schools in each system's service area. Students are paired with a Key Pal on the other coast with which they correspond via e-mail. They also conduct online research of their Key Pal's state, weather and geography and participate in a video teleconference to "meet" their Key Pal.

Time Warner Cable of San Diego (CA) has installed Road Runner service in 84 local schools and placed cable modems in the county's Office of Education and its Rindone Tech Training Center for Teachers. For more information contact Dan Ballister or Jean Westfall at 619/635-8486 or 619/635-8464.

The Portland (ME) system of Time Warner Cable produced the *Explore and Learn about Maine* Web site. The educational Web site for teachers and students is hosted by Road Runner, and the home page includes information and links to Cable in the Classroom, basic curriculum topics and lesson plans for teachers, as well as national and state information. This online resource was created by area students, teachers and parents and has information about Maine's people, literature, geology, history, tourism, recreation, wildlife, natural resources, economics, education and government. *Explore and Learn* can be accessed at www.main.rr.com/meschool. For more information contact Kim Cannon at 207/775-2381 ext. 216.

# DISTANCE LEARNING

*Cable's state-of-the-art technology offers many exciting learning opportunities for America's schools and students. Cable's broadband technology enables immediate and real-time audio and video streaming over distance learning networks that connect teachers, students and parents to their communities and the world. Cable systems and program networks provide live, two-way interactive "electronic field trips," via high-speed Internet access that permits students to connect with experts in a variety of fields as well as other education providers. Cable systems and program networks also provide educational content and programming. The following are a few examples of cable's commitment to education through distance learning.*

## Bresnan Communications – Michigan

Bresnan Communications is especially aware of the logistical problems inherent in delivering high-quality education in a rural setting. Bresnan has made a multi-million dollar commitment to education through the creation of high-tech telecommunications networks. Working cooperatively with school districts, universities and other entities, through 19 separate projects, Bresnan's broadband networks connect almost 200 educational sites for a range of voice, video and data services. The following is an example of one of Bresnan's distance learning networks.

In the Delta Schoolcraft Intermediate School District in Escanaba (MI), using Bresnan's network, a teacher in one school can simultaneously lead fully interactive, real-time classes with several other schools, thus changing the face of education in schools located in small towns. In addition, educators can use interactive television to conduct professional development courses for other teachers in remote locations. With a hub site at the School District's Escanaba office, this interactive television project features 92 miles of fiber optic cable and links Bay de Noc Community College with ten other schools, including the Hannahville Indian School and the Delta-Schoolcraft Intermediate School District office. For more information contact Suzanne Thompson at 914/993-6639.

## Comcast Cable Communications – New Jersey

Comcast, in partnership with Mercer County school districts in New Jersey, developed MercerNet, an interactive, fiber-optic network which links the county's public school districts, Mercer Community College, and the Invention Factory Science Center to each other and local public libraries. Over 80,000 students, teachers, professors and administrators benefit from MercerNet which provides high-speed access to the Internet, as well as interactive video teleconferencing between 14 classrooms and 4 public libraries in the county. Local volunteer groups and non-profit agencies are also able to use public sites for video teleconferencing and sharing information over the Net. For more information contact David Breidinger at 609/656-0500.

## Cox Communications

Cox's *Line to Learning* program is the latest step in the company's ongoing commitment to enhancing educational opportunities for their schools and communities. *Line to Learning* utilizes Cox's high-capacity networks to provide useful content and curriculum via high-speed Internet access. Through a Cox cable modem, schools are continuously connected, enjoying real-time delivery of news and information from their local communities and around the world.

**(Cox Communications – continued)**
Cox's premiere *Line to Learning* event was held in partnership with the Disney Channel's Magic Drawing Workshop. Five thousand students in 20 elementary schools learned the art of animation from a Disney animator via the Internet.

The Discovery Channel partnered with Cox for their second *Line to Learning* event, *Wolves at Our Door.* More than 1500 students from six middle schools visited renown wolf experts Jim and Jamie Dutcher via the Internet as they interacted with the Sawtooth wolf pack on an Indian Reservation. Following the video presentation, students asked the Dutchers questions through a live interactive Web audio chat.

In March 1999, the story of the *Star-Spangled Banner Preservation Project* was presented live to students in eight Cox communities during a special *Line to Learning* event at the Smithsonian's National Museum of American History. The event was webcast live to the classroom via Cox Communications' high-speed Internet connection and featured special programming produced by The History Channel. The event included a live discussion on the preservation of the Star-Spangled Banner and other national treasures with the director of the museum.

And, in May 1999, Cox and the Disney Channel took 3,000 students online to Disney's Animal Kingdom in Orlando, Florida for a close up look at indigenous animals from Thailand on *Going Wild with Jeff Corwin: A Line to Learning Adventure.* For more information, contact Kathy McGinty at 404/843-5981.

# SCHOOL/HOME CONNECTIONS

*Building on the cable industry's commitment to education, several cable operators have begun providing school/home connections via traditional television programming and Internet connections. The school/home connections extend the "class day," involve parents more with their children's education and teachers, and have improved test scores and achievement.*

## Comcast – Dover, Delaware

In an effort to provide unique, local education programming to customers, Comcast designed the hour-long live program, *Homework on Television*, to help school children with their homework. The show airs Monday through Thursday from 4:30 – 5:30 p.m. during the school year. Students and teachers host the show, field phone calls, operate production equipment and direct. Comcast partnered with four local schools districts on this effort. The program is promoted with 30-second spots, posters in participating schools and guides sent to school officials. For more information contact Tom Worley at 302/672-5936.

## Comcast Cable - Sarasota, Florida

In Sarasota Florida, Comcast Cable, Brentwood Elementary and the Computer Curriculum Corporation (CCC) joined forces to establish a new way for students to learn. Through this pilot program, 29 students and their families were given access to the school's server and the Internet through cable modem connections in their homes. Comcast provides modems for the school and homes, as well as a special educational Web site. CCC provides comprehensive online curriculum software, and the Florida Department of Education picks up the cost for the home Internet service and related computer equipment costs.

This pilot involved two fourth-grade classes. One class used computers in the classroom only, while the second class was outfitted with a cable modem at home. Connection to the school server allowed teachers to assign homework, assess student progress and assign work based on student needs. Because parent involvement was essential to the success of the project, evening classes were conducted with parents to familiarize them with the project. Results of this program include "good" students going to "straight A" students, students improving test scores as much as 40% and the school's standardized test scores are now among the highest in the country and in the state of Florida. The growth and increased achievement made by at risk students was also significant.

The Sarasota School Board has received state and local grant money in excess of $170,000 as a direct result of the project. And, Comcast was awarded Brentwood Elementary School's Outstanding Partner in Education for the '98-'99 school year. For more information contact Maureen Cestari at 941/342-3553.

## Time Warner Cable – Akron, Ohio

With nearly 200 schools connected to Road Runner, Time Warner's high-speed Internet service, Time Warner Cable wanted to develop a school/home connection to extend the classroom experience beyond the school day and increase parental involvement. Time Warner partnered with the city's public schools on a one-year pilot project to determine what impact high-speed online services between home and school would have on the learning process. Working with two classrooms, Time Warner Cable donated Road Runner service and trained parents, teachers and students to use this free resource. Businesses in the community also helped to off set the cost of computers enabling all families, including those in lower income categories, to participate. Time Warner created an interactive Web site for a first grade and fifth grade class and assisted the University of Akron Department of Education in conducting the empirical

**(Time Warner Cable/Akron – continued)**
research on those classrooms versus "control" classrooms that didn't have the service at home. The project was called, *Children Connecting Classrooms, Community & Curriculum.* It has been extended and renamed, the *C5 Project.*

The *C5* classroom Web sites provide show-and-tell pages to keep parents informed on what subjects and activities are taking place in the classrooms each week. Homework assignment postings are also provided, along with an e-mail component for enabling parent/teacher conferences at the click of a mouse. Though the results are still being gathered, the *C5* classroom teachers have noticed more engaged students who want to explore subjects in greater depth. Parents are also more involved in their child's schooling and are getting to know their child's teachers better. For more information contact Bill Jasso at 330/633-9203.

# PROFESSIONAL DEVELOPMENT

*In addition to contributing high-speed Internet connections to schools, the cable industry also provides several professional development opportunities for teachers. Cable in the Classroom administers the Cable in the Classroom Institute which consists of four Washington, DC-based training and R&D centers, a traveling laptop professional development lab linked to the Internet, and a series of virtual workshops offered on the Internet to create online, professional development classrooms. The cable industry, in partnership with TECH CORPS®, offers webTeacher®, a free, online training tutorial. Cable operators and program networks are implementing these training opportunities in their service areas or have developed additional professional development resources.*

## AT&T Broadband & Internet Services (Formerly TCI)

During the past year, the *TCI Education Project* (TEP) has been revitalized and refocused to more broadly meet the needs of the education community, primarily through the development of the new TEP Web site provided free of charge. Now linked from AT&T Learning Network's Web site (www.att.com/learningnetwork), the site was designed to give teachers faster and easier access to cable and Internet content resources from which they can develop curricula. Teacher-to-teacher communications are enabled through teacher-built virtual communities and links are available for online staff development opportunities. For more information contact Kathy Consigli at 720/875-5720.

## MediaOne

At MediaOne, COOL stands for *Community Outreach and Online Learning.* The COOL program is designed to demonstrate the educational benefits of video programming and Internet technology to teachers, students and community members. To that end, MediaOne has committed more than $1,000,000 and encouraged more than 500 employees to become classroom volunteers. The COOL program has three primary components:

1) The COOL classroom volunteer program encourages MediaOne employees to "adopt" a classroom and share video and Internet expertise. Employees can earn up to $600 for a class to buy computer software, hardware, or other technology related material. In 1999, MediaOne expects nearly 1,000 employees to be COOL classroom volunteers, reaching more than 30,000 students.

2) The COOL bus program provides free, hands-on Internet training classes throughout MediaOne's service area. The COOL bus carries laptop computers and servers to local schools, libraries and community centers. The instructors show teachers, students and parents how to explore the Internet responsibly and use online services productively. In 1999, the COOL Bus is providing Internet training to more than 15,000 people in California, Florida, Minnesota, New York and Virginia.

3) The *COOL Awards for Outstanding Educators* (see page 26 for additional information on the Cool Awards). For more information contact Blair Johnson at 303/858-3421.

## MediaOne – Plymouth, Michigan

MediaOne, in partnership with the University of Michigan's Center for Highly Interactive Computing in Education, is providing local K-12 teachers and media specialists with free curriculum-based training. The hands-on seminars focus on supporting students using the Web and student activity sheets emphasizing scientific topics such as ecology, astronomy and weather. In conjunction with the University of Michigan, MediaOne is also providing intensive, curriculum-based Internet training for teachers. Dozens of metro Detroit schools are already using this initiative, and it will be available to over 300 K-12 schools in MediaOne's Michigan

**(MediaOne/Plymouth – continued)**
and Ohio service in MediaOne's Michigan and Ohio service areas by the end of 1999. The partnership is unique because of the exclusive use of curriculum modules, which the University has researched and tested in local schools. The curriculum is aligned with state and national science standards and is designed for easy implementation in the classroom. The sessions also include *webTeacher* as an added value in helping teachers gain technology training and skills at their own time and pace. For more information contact Bill Black at 734/254-1853.

## Tennessee Cable Telecommunications Association

The Tennessee Cable Telecommunications Association has implemented an extensive series of statewide *webTeacher* Internet training sessions for teachers hosted by local cable operators and the Tennessee Department of Education's 21st Century Training Group. The training sessions have reached more than 500 educators, district technology coordinators and media specialists in over 6 cities in Tennessee. For more information call Stacey Burks at 615/256-7037.

## Time Warner Communications – Columbus, Ohio

Realizing the importance of teacher training, Time Warner Communications Columbus Division and Instructional Technology Services of Central Ohio (ITSCO) joined forces to provide monthly hands-on workshops to introduce teachers to Road Runner, Time Warner Communications' high-speed online service. The workshops allow teachers opportunities to explore local online resources, the Internet, and cable programming to enhance and enrich classroom lessons and activities. Both companies believe this partnership, which was started to train teachers on the use of high-speed Internet in education, is just the beginning of a meaningful and ongoing partnership. Time Warner is in the process of wiring ITSCO's training facility for cable television and Road Runner so that ITSCO's trainers can help increase awareness of the high-speed Internet service and the significant education resources provided by Time Warner. For more information contact Jean Arthur at 614/481-5288.

# UNIVERSAL SERVICE FUND

*Cable operators have worked very closely with the education community to help schools, school districts and libraries participate in the Universal Service Fund. Local cable companies explain the application process and inform schools on how cable's advanced broadband technology can help them meet their technology needs. The following are a few examples of cable's support and involvement with their area schools and libraries to help them secure USF support.*

## Charter Communications – Wisconsin

The K-12 School/College Alliance for Distance Education Consortium (KSCADE) is one of the largest distance education networks in the State of Wisconsin. The network is comprised of both private and public education entities at the secondary and post secondary level. KSCADE recently received a reimbursement check from Charter Communications in the amount of $367,678.26. The amount represented a total annual pre-discounted cost of $799,300.56, which KSCADE had applied for through the Universal Service Fund. The award was among the largest single reimbursement amount made to schools and libraries in Wisconsin. Fiberlink, a wholly owned subsidiary of Charter Communications, constructed the original KSCADE sites in 1997 with network operations beginning during the second semester of 1998. The KSCADE network, encompassing over 230 miles of fiber optics, links 35 schools to form the education consortium. The E-rate program funding ensures that the KSCADE network will continue to provide an enhanced curriculum and program opportunities through the state-of-the-art MPEG2 video distance education network. An application for year two of the E-rate program was filed in April. For more information contact Annette Stanley at 608/752-0851.

## Cox Communications

Cox Communications and Cox Cable have secured contracts for over $2.4 million to provide a variety of services to several schools and libraries in Virginia, Oklahoma, Florida, and Arizona. Services range from basic telephone service, Internet access to wide area networks used for distance learning and other applications. The USF paid for $1.8 million, or 75%, of the $2.4 million pre-discounted cost. In addition, Cox has initiated a technology funding training program for schools and libraries. To date, Cox has hosted two *Funding Your School for Technology Seminars* in New Orleans, Louisiana and Providence, Rhode Island. The purpose of the seminars was to educate area school and library officials about the Universal Service Fund and talk about the different kinds of services Cox can provide for them under the rules of the program. As a second component to the seminar, Cox brought in state representatives to talk about state funding for education technology, as well as provided a list of resources on where schools could receive funding for services not covered by the USF. Seminars are planned in each of Cox's systems in the fall of '99 to encourage schools to become involved during year three of the program. For more information contact Bridget Duff at 404/843-5057.

## Multimedia/Gannett – Kansas Region

Multimedia Cablevision's Kansas region uses the Universal Service Fund as a tool to provide schools and libraries with the latest in Internet access, wide area networking and interactive television technology. Multimedia serves well over 100 sites in their franchise areas, many of which have been successful in obtaining Universal Service funding. The largest single reimbursement received by Multimedia was a check totaling $224,792 which was delivered to the Wichita Public School District for a fiber optic network, leased by the district. A full-time educational technology representative has been placed on Multimedia's staff to educate school personnel on the Fund and assist them in filing for funding and implementing the technology within the school. For more information contact Scott Petre at 316/262-4270.

# PROGRAMMING AND ONLINE CURRICULUM

*Cable programmers and operators provide additional educational programming and online content that enrich the educational resources available to schools, teachers, students and families. The following are a few examples of programming and online content for education.*

## AT&T Broadband & Internet Services and Court TV

AT&T Broadband & Internet Services, Court TV, National Middle School Association, Anti-Defamation League, Cable in the Classroom, U.S. Department of Justice and U.S. Department of Education are sponsoring a national forum on diversity for middle school students during the fall '99 school year. It is called *Opening the Door to Diversity: Voices from the Middle School.* Built on national curriculum standards, the overall program will include in-school lessons/activities designed to meet individual curriculum standards supported with cable TV programming, videos and web sites; a nationally-televised forum on diversity and tolerance; and post-show lessons/activities to reinforce the show and to provide positive action steps for students. For more information contact Kathy Consigli at 720/875-5720.

## Cablevision Systems Corp.

Supporting the belief that every child should have access to the Internet, Cablevision is providing high-speed Internet connectivity to every school in its franchise areas. The company is working closely with educators, students and parents to develop Web-based content that addresses the unique interests of the K-12 education community.

For example, this school year, students had the opportunity to ask questions online of filmmaker Spike Lee and basketball legend Walt Frazier during Black History Month in February. In March, Women's History Month, NBC journalist Katie Couric and the General Manager of the New York Liberty basketball team, Carol Blazejowski, were online for questions and conversation. For more information contact Jennifer Ostrager at 516/393-4116 or at jostrage@cablevision.com.

## Comcast Corporation

*Comcast Online Schoolyard* is an award winning, easy-to-use Web site (www.onlineschoolyard.com) that encourages students, teachers and parents to explore the diverse educational resources available on the Internet by linking to educational sites within a safe environment. The *Comcast Online Schoolyard* covers a variety of curriculum areas and is updated weekly. The *Schoolyard* also provides original content – interactive storytelling, contests, plus news about upcoming educational television, radio and Web programming. It offers twelve subject matter "channels" including math, science, language arts, a virtual library that provides links to reference materials, a playground that combines entertainment with education and a faculty area for learning how to utilize the Internet within teacher curriculums. This site is available to anyone with Internet access and is free of charge. For more information contact Karen Pilling at 215/233-1315.

## C-SPAN

Beginning in March of '99, C-SPAN explores the life stories of the 41 men who have occupied the office of president of the United States. *American Presidents: Life Portraits* focuses on one president per week, beginning with George Washington and continuing chronologically through all the presidents. The series features a live weekly program and documentary-style vignettes exploring the life of each president. Then, every Friday at 8 p.m. ET,* C-SPAN re-airs that

**(C-SPAN – continued)**
week's complete video record. This hours-long compilation is especially useful for educators and others who want comprehensive access to the series. Additional information on the series can be accessed at www.americanpresidents.org or by calling Joanne Wheeler at 202/626-4846.
*Times may vary

## ESPN

ESPN *SportsFigures* airs commercial-free weekly throughout the school year on espn2. This high-school level series utilizes appearances by professional and amateur athletes who help illustrate different math and science concepts including velocity, averages, statistics and momentum. *SportsFigures* episodes air Mondays from 5:30 – 6:00 a.m. EST on espn2 and the *SportsFigures* video collection (a seven tape set) features 14 episodes that are available to educators or cable affiliates for $40. Lesson plans and activity sheets accompany each episode.

ESPN's *SportsFigures* Web site (online during the school year) is an educational site providing teachers with air times for the *SportsFigures* program, lesson plans, activity sheets, answer keys and scholarship information. The site also includes *SportsFigures* interactive games, chats hosted by athletes, contests, and a mailbox where kids can send e-mails to athletes and receive personal responses. For more information contact Marie Kennedy at 860/766-2357.

## HBO Family

The *30 by 30: Kid Flicks Film Project* invites young filmmakers to submit their original motion picture project to HBO Family for airing on its national network. Working on their own or with adult supervision from schools or organizations, aspiring videographers can create and produce short movies on any subject they choose. HBO Family provides free information kits, as well as Internet and toll-free telephone assistance, and will televise the selected productions daily on its *30 by 30: Kids Flick* show, which includes filmmaking tips from the host. The deadline for submissions is October 15, 1999. For more information contact Michelle Boas at 212/512-1852.

## Nickelodeon

www.teachers.nick.com is Nickelodeon's educational resource for teachers designed to help them connect kids in their classrooms by providing curriculum-relevant materials that complement Nick's on-air Cable in the Classroom programming. Nickelodeon airs daily educational programming for use in the classroom including classroom materials for *Nick News, Mr. Wizard's World, Teacher to Teacher with Mr. Wizard, Launch Box,* and *The Big Help.* Nick offers resources for preschool teachers and caregivers in our Nick Jr. programs that include *Allegra's Window, Blue's Clues, Gullah Gullah Island,* and *Little Bear.* All of these programs air commercial free; *NICK ELEMENTARY*: Monday to Friday at 6:00 a.m. and *PRE-SCHOOL*: Monday to Friday, 9:30 a.m. and 12:30 p.m.

Nickelodeon's flagship educational program is the weekly newsmagazine series, *Nick News,* which educates young viewers about historical and current events. Hosted by Linda Ellerbee, *Nick News* encourages kids to look at the world around them and ask important questions. *Nick News Special Editions* are half hour news specials dedicated to a single topic or issue that affects kids and their world. Recent topics have included kids and violence, facing disability, peace in the Middle East and the Kosovo crisis. (See page 19 for additional information on the *Nick News Special Edition: Kids and Guns.*) For more information contact Jean Margaret Smith at 212/258-7564 or jeanmargaret.smith@mtv.com.

## Ovation

As part of Ovation's educational initiative, *ArtsZone,* an interactive Web site project was designed around the premiere program, *The Museum on the Mountain.* This documentary follows architect I. M. PEI as he finds a delicate balance between art and nature in the construction of the Miho Museum in Japan. Educators from across the country were contacted and asked to have their students view the program and develop their own questions. Instructions for teachers and other supplementary materials were posted on the Web site. Using a translator, the questions were submitted to Japanese students and the staff of the Miho Museum.

This provided students the opportunity to have direct contact with their Japanese counterparts and to ask them questions about emotions, opinions and other issues. A bulletin board has been established on the *ArtsConnecteEd* Web site so students from around the world can post their own questions and answers and continue the dialogue. This pilot project highlights nine schools and can be found at www.artsconnected.org:8080/~ArtsZone. For more information contact Alisa Carrel at 703/518-3095 or acarrel@ovationtv.com.

## The Health Network

Starting this summer, The Health Network will provide at www.HEALTHteacher.com over 200 free lesson guides that meet the national health education standards. The site will also allow educators to share ideas with each other through bulletin boards and chat rooms. The mission of The Health Network is to provide health programming and interactive information to help people feel better and live healthier lives. Accessible on cable and the Internet 24 hours a day, the television network and Internet site mirror, support and enhance one another. For more information contact Angela Walsh at 407/224-7442.

## The Weather Channel

The Weather Channel and the American Red Cross joined forces to help the public plan and prepare for severe weather emergencies and natural hazards through *Project SafeSide: Keeping You Ahead Of The Storm. SafeSide* is a national public education campaign created by teaming the disaster planning and preparedness expertise of the American Red Cross and the severe weather forecasting of The Weather Channel. The goal of the project is to give the public the knowledge necessary to survive the most deadly weather related events.

To help students and their families think about weather safety and preparedness, The Weather Channel in partnership with the National Association of Elementary School Principals developed a severe weather safety curriculum and activity book for grades 4-12 (www.weather.com/education). These free cross-curricular materials help teachers introduce severe weather safety into their classes through lesson plans, experiments and activities. When students complete their disaster plans, they are recognized for being "On the SafeSide" with a certificate from The Weather Channel, the Red Cross and National Association of Elementary School Principals. For more information contact Carolyn Jones at 770/226-2140.

# MEDIA LITERACY/ANTI-VIOLENCE EFFORTS

*The cable television industry and the National PTA have been working together since 1994 in a media literacy partnership that helps parents address concerns about television violence and turn television viewing into a positive and educational family experience. Cable operators and program networks participate in the industry's commitment to media literacy by holding workshops for adults and students, developing on-air programming and distributing critical viewing materials.*

*To provide an additional tool for parents, the cable industry played a leadership role in the development of the TV Parental Guidelines. These Guidelines, also known as the TV ratings system, provide parents with information on the content of most television programs and age-based categories to help them make more informed choices in the programs their children watch. The TV ratings system was developed by the television industry in 1996, and refined in 1997 in conjunction with America's leading advocacy groups for parents and children. The cable industry continues, in collaboration with the advocacy organizations, to distribute information on the ratings system to increase awareness and use of the ratings among parents.*

*In addition to helping families deal with violence in the media through media literacy and the TV ratings system, cable operators and programmers have developed and support additional anti-violence programs on a national and local level. The following are a few examples of cable's commitment to media literacy and anti-violence education efforts.*

## Cable Television Industry and National PTA Partnership

The cable television industry and National PTA launched a media literacy partnership in 1994, the *Family and Community Critical Viewing Project,* to address concerns about television and the impact of television violence and commercialism on children.

The project trains cable, PTA and community leaders nationwide in the key elements of critical viewing, also known as media literacy, and how to present *Taking Charge of Your TV* workshops for parents, educators, and organizations in their communities. The goal is to help families make more informed choices in the TV programs they watch and to improve the way they watch those programs. Using critical viewing techniques and strategies, parents open an important family dialogue, determine the strategies that make sense in their family settings, and teach their children to watch television carefully and critically.

The project provides several additional resources that teach the basics of media literacy and provide additional tools to help parents better monitor the TV viewing of their children. The *Taking Charge of Your TV* video, hosted by Rosie O'Donnell, provides an overview of the project's critical viewing tips. The *Tools To Use To Help You Choose – A Family Guide to the TV Ratings System* video and companion materials help parents understand and use the ratings system. And, *TV Smarts for Kids*, a three-part video created for children and teens, provides an introduction to media literacy. For more information contact Liz Laszlo of NCTA at 202/775-3629.

## Court TV

*Choices and Consequences* is an educational initiative that helps young people avoid violence by fostering an understanding of the consequences of reckless and violent behavior. Developed in conjunction with the National Middle School Association (NMSA), the initiative encourages kids to think before they act. It also teaches them to make healthy choices when faced with real-life situations. Court TV developed curriculum based on actual cases of young people that aired on the network. These teaching units include video and written guides and have been adopted for use by the boards of education in both Chicago and Indianapolis. Court TV is developing additional curriculum in partnership with the U.S. Departments of Justice & Education, the NMSA and AT&T.

**(Court TV – continued)**
Court TV also offers a kid-friendly Web site, resource guides, and grassroots community-based programs called *Your Turn.* The *Your Turn* local programming brings teens together with area leaders in a town meeting format to discuss the dynamic issues facing their community. Court TV has teamed with cable companies in over 45 markets and with educators, local officials and community leaders to tackle volatile issues such as gang violence, gun control, school busing, self-esteem and the future of the family. The *Your Turn* shows provide kids with a nationally televised forum where they can speak out about the issues close to their hearts. For more information contact Scoot MacPherson at 212/973-3251.

## CNN

In the wake of the Littleton, Colorado school shooting, CNN/U.S. presented *THE CNN TOWN MEETING: LISTENING AFTER LITTLETON* live on Thursday, April 29 from 7:30-9:00 p.m. (ET) from Champaign-Urbana, Illinois. *THE CNN TOWN MEETING: LISTENING AFTER LITTLETON* explored the psyche and the safety of America's youth in a wide-ranging dialogue among children, parents and other members of the Champaign-Urbana community. Hosted by CNN's Jeff Greenfield, the town meeting featured "student-on-student" interviews from CNN Student Bureau reporters from more than 15 states across the country, shedding light on the perceptions of those closest to the issues surrounding young people today. CNNSB is the official newsgathering and reporting program of CNN and Turner Learning comprised of high school and college students across the United States and abroad. (See page 21 for additional information about the CNNSB.)

In July of 1999, CNN & AT&T announced a partnership with the Five Points Media Center in Denver. As part of this partnership, up and coming young journalists from Denver's urban community will become student news bureau correspondents for CNN and have the opportunity to gain skills to assist them in their future careers. (See page 22 for additional information about this community collaboration.) For more information contact Jennifer Rankin at 404/827-4771.

## Discovery Channel

The Discovery Channel has promoted media literacy since 1996 through its *Know TV* program and an extensive series of full-day conferences held throughout the country. As media literacy has become an important and effective way to help families understand and use today's media wisely, the Discovery Channel, partnering with Members of Congress and community leaders, has offered eight conferences since 1996. The conferences bring together educators and parents with leaders from the field of media literacy to provide attendees with the tools they need to help children make informed choices about the world around them.

In May of 1999, Discovery announced it would offer media literacy conferences to all 1,400 Maryland public schools in collaboration with the Maryland State Board of Education. These conferences, called *Assignment: Media Literacy*, are designed for children and will be offered as part of school-wide assemblies that explore the influences of the media and are intended to help students be more responsible consumers of television, movies and the Internet. For more information contact Nancy Brien at 301/986-0444 ext. 5778.

## MediaOne – Atlanta, Georgia

Georgia School Superintendent Linda Schrenko was featured on *MediaOne Spotlight*, a 30-minute local origination production of MediaOne in Atlanta, discussing a new state hotline (1-877-SAY-STOP) to deal with issues of teen violence. The interview was designed to promote the new hotline in response to the April 1999 violence at Columbine High School in Colorado

**(MediaOne/Atlanta – continued)**
and the shootings a month later at Heritage High School in Conyers, Georgia near Atlanta. In addition, MediaOne is producing a 30-second video public service announcement (PSA) to promote use of the hotline. The PSA will be made available to all cable systems across Georgia for use in local avails. For more information contact Reg Griffin at 770/559-2710.

## MTV

MTV launched its year-long anti-violence campaign – *Fight for Your Rights: Take a Stand Against Violence* – with the premiere of *Warning Signs*, the first in a series of shows about violence and its effect on young people. *Warning Signs* premiered on April 27, 1999. The program focuses on the psychological factors that contribute to young people becoming violent toward themselves or others. The show also identifies warning signs of potentially violent behavior and offers suggestions for what to do when young people recognize these signs in both themselves and their peers. The program was produced in conjunction with the American Psychological Association (APA). MTV and the APA also co-produced an accompanying guide, which offers action steps and tools for dealing with anger and potentially violent behavior. The guide can be obtained for free by calling the APA at 800/268-0078.

At the heart of MTV's *Fight for your Rights: Take a Stand Against Violence* campaign is a special CD package containing a CD with music from top recording artists and a 24-page action guide which gives young people clear ways to get involved with stopping and preventing violence. The action guide was produced by MTV along with the U.S. Department of Justice, the U.S. Department of Education and the National Endowment for the Arts. President Clinton formally announced the campaign in October of 1998 during a White House Conference on School Safety. For more information contact Marnie Malter at 212/258-7004.

## Nickelodeon

In response to the school shootings in Littleton, Colorado, Nickelodeon presented an updated version of the *Nick News Special Edition: Kids and Guns* on April 22 from 8:30 – 9:00 p.m. (ET). With an ongoing effort to tackle news topics that directly impact kids, show host Linda Ellerbee opened the program with remarks which addressed the previous day's devastating events and talked to kids about the effect this news story has had on them. The program provided parents and educators a forum to discuss this serious event with the kids in their lives.

*Nick News Special Edition: Kids and Guns* examined the complicated issue of gun violence through the personal experiences of kids. With the added footage and direct response from kids regarding Littleton, the program's goal was to bring this serious issue into a context kids could understand and to open a dialogue between kids and their parents so they could deal with the tragedy together. For more information contact Jean Margaret Smith at 212/258-7564 or jeanMargaret.Smith@mtv.com.

## Time Warner Cable - Indianapolis, Indiana

Time Warner Cable partnered with the Marion County Sheriff's Department to facilitate the use of Court TV's *Choices & Consequences* program into middle schools within Marion County. The arrangement pairs a member of the Sheriff's department with a middle school educator to teach innovative violence prevention curricula. This partnership also gives students a chance to talk directly to people in the criminal justice system. For more information contact Karen Pierce at 317/632-9077 ext. 370.

## Virginia Cable Telecommunications Association (VCTA)

In 1998, Virginia Attorney General Mark Earley and his Task Force on Gangs and Youth Violence explored the issue of violence as well as possible solutions. The VCTA and Virginia's cable companies worked closely with the Attorney General as he traveled around the state to meet with juvenile offenders and hold summits throughout Virginia. VCTA, Comcast Communications, Cox Communications, and Media General assisted in videotaping and producing three of the summits, and the programs were subsequently distributed by the VCTA and aired throughout the state by member cable companies. The Attorney General greatly appreciated the help in getting his concerns and message out to Virginia citizens via cable television. The VCTA will tape an anti-violence PSA with the Attorney General for airing throughout Virginia and will also encourage other community leaders and elected officials to do the same.

## WAM! America's Kidz Network

More than a year ago, WAM! became the sponsor of *The Children's Charter on Electronic Media* – essentially a bill of rights written by kids around the world (at the Second World Conference on Children's Television in London) calling on the media to provide high quality, nonviolent TV for kids. Since then, WAM!Bassadors Erin May (12 years old) and Megan Kiernan (13 years old) have been invited to a Rose Garden meeting with the President where they received the signature of Attorney General Janet Reno, had meetings with Congressional leaders, a signing ceremony by Secretary of Education Richard Riley and presentations to virtually every major cable MSO.

The girls became spokespeople for a partnership with the National PTA in which WAM! produced PSAs calling for parents to get involved in their kids' schools and after-school activities. The PSAs are available to any interested school, cable programmer or educator and will be disseminated to state PTA offices for use in community presentations.

These two partnerships are also the core of a year-long, solution-driven WAM! anti-violence campaign called *Generation Hope: Voice for Change* to provide meaningful, proactive dialogue plus tangible tools to help kids navigate adolescence. Other elements include short features about kids who are taking steps to stop violence in their communities, a WAM! Back-to-School Special with kids, educators and parents on how to confront school threats from bullies to bullets and an episode from the ongoing series *Mark's Web World* on how kids should deal with threats online. For more information contact Midge Pierce at 303/267-7370 or pierce.midge@encoremedia.com.

# STUDENT/TEACHER TRAINING IN NEWS WRITING AND PRODUCTION

*Using the cable industry's own medium, expertise and resources, several cable operators and programmers have developed programs that teach students journalism and engage them in hands-on news gathering and reporting. These programs help children understand how television is constructed, expose them to career opportunities and involve them in writing and covering news stories from a youngster's perspective.*

## Turner Learning

Building on its commitment to education, Turner Learning introduced the CNN Student Bureau (CNNSB) in September 1998. CNNSB offers high school and college students an unparalleled opportunity to contribute to the CNNSB Web site, to CNN Newsroom and, potentially, to the broader CNN News group. The CNNSB is open to high schools, colleges and universities worldwide and may be used to enhance the curriculum or may be integrated into journalism and broadcast programs. Turner Learning also provides free curriculum materials designed to guide students through the process of creating news from their perspective. Currently CNNSB has 42 pilot schools. The program plans to grow to 200 schools by the end of '98-'99 school year and 1,000 schools by 2000. For more information contact Mark Stevens at 404/827-4980.

## MediaOne

The MediaOne Cub Reporters program gives 5th through 12th graders a chance to work in front of and behind the camera as they cover local events for MediaOne's community cable TV channels. The students are given reporting assignments and are encouraged to provide their own perspective on the stories they cover.

Interested students are chosen to become Cub Reporters during local education events that MediaOne sponsors. In producing their stories, the students work closely with MediaOne's local community relations' representative, video crew and editors. Cub Reporters learn all aspects of television news reporting and video production skills, as well as important lessons about time management and ethics in reporting. For more information contact Blair Johnson at 303/858-3421.

## Time Warner Cable – Milwaukee, Wisconsin

Time Warner Cable's Kidz Biz is a 15-minute news program comprised of three five-minute segments that are researched, written, produced and performed by 7th and 8th grade students, and aired on cable. Each of the 25 school participants receives free curriculum guides and tours of the TWC studios. The program enlightens students and teachers about the media, and provides students with information they need to protect themselves against the effects of media violence. Student reporters cover important events ranging from the VH1 Fashion Awards to the National Governors Conference. The TV program airs on public access from 6:30 to 6:45 each night. Kidz Biz reporters also now contribute to CNNSB. For more information contact Bev Greenberg at 414/277-4190.

# COMMUNITY EVENTS/OUTREACH

*As community based organizations, cable systems and programmers are active and pro-social members of their communities. From encouraging volunteerism, hosting educational screenings for students, connecting children with the history of their communities to supporting local education priorities, the cable industry provides numerous learning opportunities and community-oriented programs at both the local and national level. The following are a few examples of community events and education collaborations.*

## CNN & AT&T

In July of 1999, AT&T and CNN launched a student news bureau in Denver, Colorado in partnership with Denver's Five Points Media Center. This CNN Student Bureau (CNNSB) is the first in the nation to be located in a media education facility specifically serving an ethnically diverse urban community.

Through the partnership of AT&T, CNN, Turner Learning, Inc. and the Five Points Media Center, youths practicing their electronic journalism skills at the Media Center will carry out assignments for CNN and its partner networks, including HBO Family. This partnership will provide CNNSB journalists with an opportunity to gain knowledge and real world experiences that will help them with their future careers.

AT&T contributed seed money to fund the opening of the Bureau. Additionally, AT&T employees participate actively in the Media Center, both in service and on the board of directors and through mentoring at the Bureau. For more information contact Matt Fleury of AT&T at 303/267-4315 or Valerie Shue of CNNSB at 404/827-4628.

## The History Channel

*Hometown History* was designed to link Girl Scouts around the country with local senior citizens and historical organizations. The girls were encouraged to explore the past through three different activities: interviewing someone in their town; picking a historical building; and making a poster board with photos, or selecting a time period and creating a poster board with maps, time-lines and pictures. The project concluded with a local event, usually tied to a "History Day," where the girls were awarded certificates for completing their projects. The History Channel has distributed over 60,000 kits to Girl Scout troops, teachers and cable systems nationally. For more information Lourdes Melendez at 212/210-9780.

## Nickelodeon

*The Big Help* is Nickelodeon's ongoing, pro-social campaign that connects kids to their communities through volunteering. This year-round public service campaign motivates, informs and inspires volunteerism among kids. With over 23 national service partners organizing *Big Help* projects nationwide, more and more kids ages 6-14 are experiencing the rewards of caring for animals, cleaning up the environment and sharing with others. Nickelodeon offers a variety of resources to assist adults in working with young volunteers. The initiative features two anchor events – *The Big Help-a-thon* and *Big Help Week*. Each fall, Nickelodeon devotes a full day's TV programming to *The Big Help-a-thon*, which generates calls from millions of kids who want to volunteer in their local communities. *Big Help Week* is a national week of volunteering in April designed to celebrate the efforts of kids contributing to their communities.

**(Nickelodeon – continued)**
*The Big Help* Mobile is Nickelodeon's traveling volunteer learning lab, which connects kids to *The Big Help* and local volunteer opportunities. In 1999, *The Big Help* Mobile will travel to every state to engage kids in helping to beautify, clean and restore parks and playgrounds.

*Inside Kids* is a newsletter designed to educate and reinforce the value of Nickelodeon as an expert with kids. It creates a platform to share kids' opinions, attitudes and feelings with child advocates and opinion leaders and explores issues that affect the world of kids; i.e. family life, chores, holidays, entertainment, and consumer issues. *Inside Kids* has received a number of letters of recognition from public opinion leaders and child advocates who have used the research to understand the world of kids in their work. For more information contact Jean Margaret Smith at 212/258-7564 or jeanMargaret.Smith@mtv.com.

## Time Warner Cable – Milwaukee, Wisconsin

Sandra Ruesink, a teacher from Walker International Middle School in Milwaukee, Wisconsin was one of ten winners of Time Warner Cable's 1999 National Teacher Award for her intergenerational e-mail project. Ms. Ruesink's 7th and 8th grade students were paired with senior citizens from the community who all read the same novel and then discussed their views via e-mail. Reading buddies were given discussion guides for their novels and when cable programming was available they compared the similarities and differences between the two mediums. In addition to the proficiencies in reading, writing and technology, these students learned some valuable life lessons by reaching out to the community. Word of the project's success has spread to a lifelong learning center in the community whose members will be working with students throughout the summer and fall to develop computer and reading skills. For more information contact Elizabeth Goodman at 414/277-4279.

## Turner Learning, Turner Network Television and MediaOne

Turner Learning and Turner Network Television (TNT) teamed up with MediaOne in Atlanta to bring the TNT original *PASSING GLORY* into schools to teach U.S. history and the human experience through film. Inspired by a true story of two undefeated high school basketball teams in segregation-era Louisiana, *PASSING GLORY* is a powerful film about the discovery of mutual respect that crosses boundaries.

The screening was followed by a panel discussion. The panel included race relations' experts, local government officials and the film's writer, Harold Sylvester. Earvin "Magic" Johnson, who was one of the film's co-producers, addressed the students and highlighted the important messages delivered in the film. For more information contact Mark Stevens at 404/827-4980.

## VH1

The *VH1 Save The Music* (VSTM) Foundation is dedicated to improving the quality of education in America's public schools by restoring and supporting music programs, and by raising public awareness of the importance of music participation for our nation's youth. Supported by recent evidence that early involvement with instrumental music "boosts brainpower" in children and concerns about the decline of music education programs in schools, VSTM launched a pilot program in New York City in 1997. Following the success of the pilot, VH1 launched a national campaign which includes national on-air programming, PSAs, celebrity vignettes, legislative efforts, partnership development, fundraising, events, musical instrument donations and working with local school systems to reintroduce music instruction into the curriculum.

**(VH1 – continued)**
Since its inception, VSTM has generated over $11.5 million in total support, resulting in the implementation of over 200 instrumental music programs in 15 cities, reaching over 57,000 children. The program has been expanded to 530 communities for 1999. For more information contact Irma Rodriguez at 212/846-4739 or Irma.Rodriguez@mtv.com.

## Virginia Cable Telecommunications Association (VCTA)

The VCTA and its member companies have adopted "Virginia's Future" as their 1999 volunteer project as a result of a successful collaboration with the Virginia Attorney General's Task Force on Gangs and Youth Violence. Task Force members agreed on the importance of caring and involved volunteers to reach out to youths in communities across Virginia. "Virginia's Future" is a program designed to recruit 2,000 new mentors for the year 2000. Partnering with the Attorney General, the VCTA printed and co-branded 10,000 "Virginia's Future" brochures. VCTA staff will travel statewide to cable company employee meetings to explain the program, recruit volunteers, and distribute the brochures to the front lobby of every office. VCTA's goal is to secure a minimum of one mentor from each local cable system. For more information contact Barbara Davis at 804/780-1776.

# CONTESTS/GRANTS/SCHOLARSHIPS

*MSOs, local systems and program networks support education and schools through a variety of contests, grants and scholarships that are available on both a local and national level and encourage students and teachers to use cable technology as an educational tool.*

## A&E Network

A&E Network sponsors an essay contest for students in 5th through 8th grade and 9th through 12th grade. Participating students must write an original essay, under 250 words, that supports their choice of a famous person they think should be selected for BIOGRAPHY® OF THE YEAR. Two student grand-prize winners (one from each age level) will win a $1000 savings bond, their teachers will win $500 cash and their schools will receive an A&E video library. Two student first-prize winners (one from each age level) will receive a $750 savings bond, their teachers will win $250 cash and their schools will also receive an A&E video library. All entries must be post-marked by November 8, 1999. www.AandE.com provides additional details on the contest. For more information contact Beth Ann Marian at 212/210-1338.

## Bravo

Bravo's Start Smart 2000 Awards honor the achievements of educators and organizations across the country who bring the arts back into the lives of young people. Four community groups will be recognized with a $5,000 award and each will be the focus of a 60 second PSA produced by Bravo. Additionally, four educators will be recognized with a $2,500 award and will be featured in a 60 second PSA highlighting all four educator honorees. Award applications can be found at www.bravotv.com and must be completed and postmarked by October 30, 1999. For more information contact Theresa Britto at 516-803-4527.

## Comcast - New Jersey

Comcast has awarded over $225,000 in scholarships to New Jersey students with more than $50,000 awarded in 1999 to college-bound high school seniors living in communities served by Comcast. Comcast also donated over $10,000 to 30 public libraries throughout the state for the purchase of new computer hardware and/or software. Comcast also supports several non-profit education foundations around the state and provided over $10,000 in Comcast Technology grants to foundations in several New Jersey municipalities. For more information contact Robert F. Smith at 908/851-8906. or Bsmith@comcastnj.com.

## ESPN

ESPN *SportsFigures* provides $2,500 scholarships for college expenses for eight graduating high school seniors, selected by a panel of judges and based on the students' academic records, as well as their athletic, extracurricular and community activities. At the beginning of every school year, ESPN also coordinates an NFL *SportsFigures* promotion with their cable affiliates that encourages local high schools to participate in a contest to create their own *SportsFigures* (See page 14 for more information on *SportsFigures*.) video to win prizes and a $5,000 grant for their schools. For more information contact Marie Kennedy at 860/766-2357.

## Garden State Cable – Cherry Hill, New Jersey

Garden State Cable in Cherry Hill held its second annual *Learning with Cool Tools* contest in February of '99 to demonstrate how students are using technology to learn. The contest was open to all schools within the company's service area in Cherry Hill and three classes were awarded prizes, one in each category K-4, 5-8, 9-12. To enter, students and their teachers created a display in their school's lobby. The display was judged on how well it described the classroom use of Cable in the Classroom and CamNet or BC Net (See page 4 for additional information on CamNet and BC Net) to achieve curriculum goals. For more information contact Brenda Cannon at 609/427-4605.

## MediaOne

The *COOL Awards for Outstanding Educators* is a nationwide competition that encourages teachers and administrators to work together to develop innovative ways to use video and the Internet in the classroom. In 1999, more than 330 teams of educators applied for one of MediaOne's 16 COOL awards. MediaOne gave the winning teams an $8,000 cash grant, plus a computer for each team's four members. For more information contact Blair Johnson at 303/858-3421.

## Nickelodeon

To recognize teachers efforts in education, Nickelodeon developed the *Bright Orange Teacher Contest* which gives teachers around the country the opportunity to illustrate how they use Nickelodeon's Cable in the Classroom programming in their classrooms. The 1999 grand prizewinner was awarded the opportunity to attend an educational conference of her choice, school supplies for their classroom and an invitation to join the Nickelodeon Educator Panel. For more information contact Jean Margaret Smith at 212/258-7564 or jeanMargaret.Smith@mtv.com.

## Time Warner Cable

Since 1989, Time Warner Cable has honored exceptional educators in their service areas through their *National Teacher Awards Program.* This annual awards program honors teachers who use the free resources provided by Time Warner Cable and their cable programming partners to enrich the learning experiences of their students. Educators submit entry forms, additional materials and, in some cases, videos that explain their projects and student participation. Educators and cable industry professionals judge entries and the winners receive an all-expenses paid trip to Washington, DC, $1,000 in cash and the Time Warner "Crystal Apple" Award. For more information contact Bonnie Hathaway at 203/328-0620.